March 2007
Issue 2

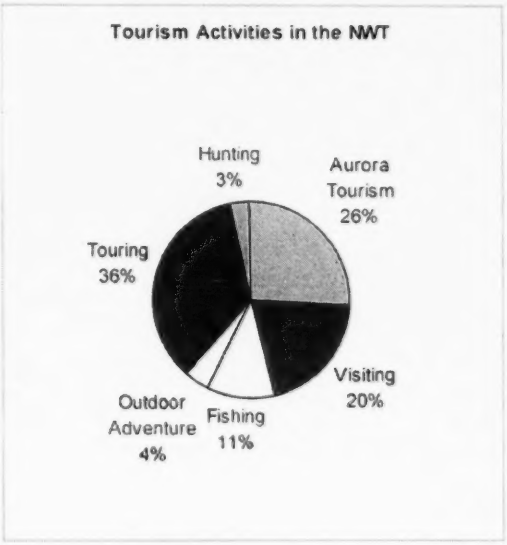
Sahtu Regional Newsletter

Northwest Territories Industry, Tourism and Investment

ITI Vision: ***To be recognized as a client-focused organization contributing to a vibrant, diverse and sustainable economy for the Northwest Territories.***

As the 2006-2007 fiscal year winds down, we at ITI look back at a year of challenge and change in our region. In this issue of our newsletter we'll give you an update on the CANOL trail project; summarize current mining, oil and gas initiatives; and provide an overview of recent and upcoming opportunities in community economic development. A regular feature in our newsletter will be "Big Tips for Small Business," helpful facts and information for the entrepreneur. As always, we'd like to encourage anyone with an interest in tourism, resource development, or business to contact us to discuss issues and opportunities in the Sahtu – our office is located on the first floor of the Heritage Hotel, phone (867) 587-2900.

July 2006: CANOL Heritage Trail Leadership Walk – the group at pump station #6.
Photo credit: Garth Wallbridge



The Sahtu's Economic Development Team, at the NEDP Conference in Yellowknife, Nov. 27 – Dec. 1, 2006. *From left to right: Leonard Kenny (Deline), Kristie Astrom (ITI), Vivian Edgi (Fort Good Hope), Nazim Awan (ITI), Samuel Fagbemiro (Tulita).*

Did you know?

Economic Development Officers (EDO) work closely with ITI to provide assistance and access to business resources for their communities. Their services are available to ALL community members – meeting with your local EDO is your first step when looking for assistance!

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Doi T'oh Territorial Park And CANOL Heritage Trail Park

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A Park Management Plan for the proposed Doi T'oh Territorial Park and CANOL Heritage Trail has been approved by the Minister of Industry, Tourism and Investment, the Honourable Brendan Bell. This is the first step in a process to develop a territorial park in the Sahtu region of the Northwest Territories (NWT).

The plan describes initiatives that will guide the conservation and management of a proposed park along the CANOL Trail and Dodo Canyon. This area was first identified in the Sahtu Dene and Metis Comprehensive Land Claim Agreement in 1994. The plan, recently tabled by Minister Bell in the Legislative Assembly, also includes a protected areas agreement articulating the impacts and benefits of the proposed park for claimants of the agreement.

Minister Bell and Sahtu MLA, Norman Yakeleya, identified the park planning process as a priority last year and renewed efforts to plan and define the process for park development. The Management Plan was developed jointly with Sahtu Aboriginal land corporations.

"This region of our territory represents a blend of the NWT's extraordinary natural beauty, the culture of the Mountain Dene and the history of the CANOL Heritage Trail." Said Minister Bell. "I am looking forward to the prospect of working with the designated Sahtu Corporation and the people of the Sahtu to create a unique tourism attraction."

"I am very proud of the contribution made by the people of the Sahtu to the Doi T'oh Territorial Park and CANOL Heritage Trail Park Management Plan and look forward to the development of this new world-class territorial park," Sahtu MLA Norman Yakeleya added.

The next steps in the creation of the proposed Doi T'oh Territorial Park and CANOL Heritage Trail will include: the formal transfer of Crown parklands from Canada to the Government of the Northwest Territories (GNWT); the designation of the park in Territorial Park legislation; and the establishment of a new claimant corporation to develop, operate and manage the new park.

The Canol Valley, summer 2006.
Photo credit: Garth Wallbridge

Cordilleron Mining Symposium

ITI staff attended the Cordilleron Mining Symposium and Trade Show in Vancouver in late January. It was good to see so many northern booths at the show and northern participants from all over the NWT, Yukon and Nunavut. We were able to make contacts with mining companies working or planning to work in the Sahtu and emphasized the need to consult with the landowners prior to going to work. We also mentioned the need to offer employment and training opportunities to local residents, especially for young people who are willing to learn.

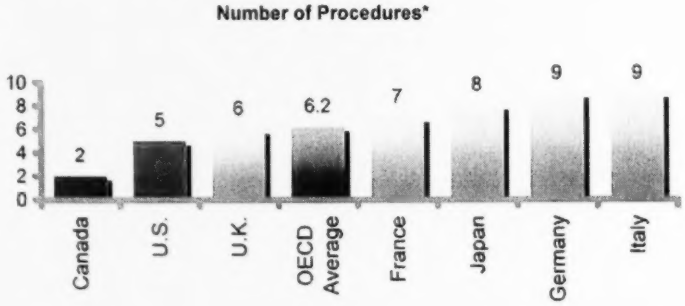
Working with the MGP

ITI staff travelled in to Tulita in February to attend the Mackenzie Gas Project workshop on potential business opportunities arising from the proposed Mackenzie Valley Gas Pipeline. Although a busy time in Tulita, close to 15 residents of the community dropped in to the proceedings. ITI staff will work with the MGP as these informative sessions continue throughout the Sahtu Region. During these workshops ITI will advise attendees of the Department's programs and services and will be available to meet with clients old and new.

Did you know? It's easiest to start a business in Canada!

Regulations pertaining to the creation of new businesses are considerably more flexible in Canada and the U.S. than those in the rest of the G-7. Canada ranks first in the G-7 and the Organisation for Economic Co-operation and Development (OECD) countries for the lowest number of procedures required to establish a new business, according to "Doing Business in 2007" - The World Bank Group, 2006.

*A "procedure" is defined as any interaction of the company founder with external parties (government agencies, lawyers, auditors, notaries, etc). Interactions between company founders or company officers and employees are not considered separate procedures. The two basic procedures required by all businesses in Canada are registration and business licensing.



Tourism Training Opportunities

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ITI – Sahtu would like to congratulate the participants of the recent *NorthernMost Host Workshop*, held in NormanWells. This service excellence program is an upbeat look at visitor expectations and the joys and challenges that these expectations create for service professionals. In an increasingly competitive world, learn how to "WOW" your customers, contribute to the growth of the tourism industry and pick up tips, techniques and ideas that let you enjoy your work more. When tourism grows, everyone benefits – you, your business, your community and the Northwest Territories.

Participants:
Jacqueline Kenny
Crystal Vandermeer
Sharon Miller
Yasuyo Furusto
Deni Gaccione

Next: *Product Development/Product Packaging*

This workshop is for individuals who might have an idea about a service, a product, or an experience they would like to sell. It is also recommended for tourism operators who are looking at diversifying their existing business.

Schedule – This is a 3-to-5-day session, we would like to hear from you regarding the most effective scheduling for this workshop. For more information please contact Deni Gaccione @ 587-2900 ext. 224

Meeting with Deline Sewing Group

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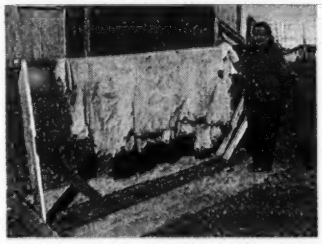
Nazim Awan, Business Development Officer, along with community EDO Leonard Kenny met with local artists in Deline to discuss promotion of the traditional arts and fine craft sector. Deline has a number of highly skilled arts and crafts people, and the community is famous for its beautiful, traditional artwork. Deline sewing group members and artist Garry Elemie were very enthusiastic, sharing their experience and concerns for the cultural pride of their community. The Deline sewing group collaborates to pool resources and skills within the community. Teaching traditional artistic methods, purchasing materials, marketing and sale of the products is carried out collectively. In 1984 ladies of this community crafted a very fine piece: a caribou cape, with elaborate beadwork. This cape was presented to Pope John Paul II on his visit to Deline.

In 1998 Camilla Tutcho and Kathy Williams reorganized the ladies to promote and produce fine crafts, and also to market them as a group. Presently there are about 14 members in the sewing group, representing a wide range of ages. This group has regularly participated in the local Christmas Bazaar. Elders in the group teach the younger girls to make slippers, debit card covers, mukluks and beadwork. They have produced a 10-by-20-foot wall hanging for a purchaser from Spain, and some wall hangings are being displayed in NWT Legislative Assembly, Yellowknife.

Nazim explained the available ITI and NWT Art Council Funding programs. However, it was noted that many artists have reading and writing difficulties, and processing the applications to qualify for available financial assistance can be challenging. Leonard Kenny translated program information and the participants' questions into the Slavey language to facilitate understanding. It was a good session to explain the different resources available for the promotion of arts and fine crafts in the NWT. Participants received assistance to submit applications to the NWT Art Council.



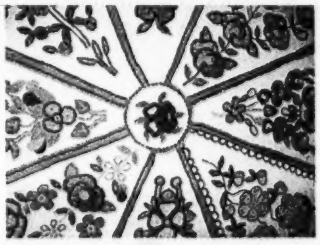


Photo credit: Deline Sewing Group

Capacity Building for Economic Developers in the Sahtu Region

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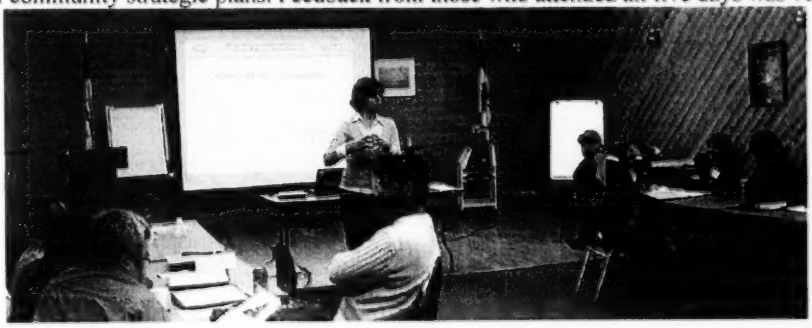
A regional Community Economic Development workshop was held January 22 – 26, 2007, at the Royal Canadian Legion in Norman Wells. Participants from all five Sahtu communities were in attendance to receive some excellent education on economic development theory and business counseling skills. It was an intensive week as the workshop included many small-group sessions, interactive role-playing, and a variety of media formats. One of the most valuable results of this workshop was that it provided the opportunity for people in different positions from different communities a chance to work together and benefit from each other's experiences. Pending Federal funding approval, three further sessions will be delivered over the next two fiscal years, leading towards the development of community strategic plans. Feedback from those who attended all five days was very positive, as participants found skills practiced in the workshop to be relevant to not only their jobs but also to their roles outside of work. In addition to the instructors from CED Innovations, Alberta, and the Acadia Centre for Small Business and Entrepreneurship, local government agencies and other organizations had a chance to address this group of enthusiastic community developers.



The Back Page

Seismic camp crossing Great Bear Lake

Exploration in Our Region frank_pope@gov.nt.ca

Kodiak Petroleum are doing a seismic program in the area of Little Chicago on lands owned by both the Gwich'in and Sahtu, it was good to see the cooperative way both groups worked with the proponent to make the project beneficial to all concerned. This project did get off to a rocky start but seemed to progress well once they were able to cross the Mackenzie River. Even at temperatures of minus 40c building the ice bridge was difficult due to fast undercurrent. Many jobs and several business opportunities were created through this project. Depending on results, Kodiak hope to drill at least one well next winter.

Talisman's project conducting seismic north of Deline is, from all reports, on schedule and progressing well. Residents and business interests from Deline and other Sahtu communities are benefiting from this project. This project went smoothly right from the start.

Four parcels of land have been offered for bids by DIAND, bids will close in May of this year. One parcel is in the Tulita District, two are in the Kasho Got'ine District and one parcel covers all three Sahtu Land Districts.

Big Tips for Small Business! ***This Issue: Start-Up Basics for Business Success***

It is common practice among new entrepreneurs to ignore the importance of homework and planning. The primary reason start-ups fail is not because the idea is bad: in fact, many companies with amazing business concepts don't make it past their first year. So what's the problem? **Lack of market research:** When an entrepreneur claims that his start-up has no competition, "the hairs on the back of my head stick up". Every entrepreneur should scan the Canadian Patents Database and other statistics to see who else is competing in their sector. Even doing something as simple as a Yellow Pages or Google search will help. Talking to potential customers, and competitors, is also a helpful tool to assess market potential. **Spendthrift cultures:** The biggest mistake startups make is to throw money at problems. By being more creative, you can create an innovative corporate culture in which you and your employees don't see money as the only solution to challenges. **Poor Cash Flow Management:** Many start-ups run out of money because they have to pay their suppliers before their customers pay them. Ironically, you may run into trouble precisely because you've landed a huge order. The solution lies in understanding that it is in the interest of suppliers for you to succeed: they may be willing to extend pay periods. And offer your customers a 2% or 3% discount for paying within 30 days. **Neglecting social network and need of a mentor:** Once you start your business, you can become so engrossed in running it on a day-to-day basis that you forget to socialize. Many people you'll meet at industry events may have experience working with start-ups. They may become trusted sources of advice to help your business navigate challenges. People are more open than you might think. You can usually find a mentor no matter what business you're in, you just have to look for one.

Upcoming Events

Minerals, Oil and Gas Information Workshops

The Regional Petroleum Advisor was asked by most communities to run the proposed seismic, drilling and mining workshops planned for this winter later in the year instead, when it is not so busy in the communities. We will try for early June, as we want to make it available to school students as well as the general public.

Career Fair 2007

Career fairs will be held in Fort Good Hope, Norman Wells, Deline and Tulita the week of April 23 – 27, 2007, offering a chance for students and all community members to learn about exciting career opportunities in the North. Watch your local school and community bulletin boards for more information.

Economic Development Contacts:	**Fort Good Hope**: Vivian Edgi, 598-2231	**Deline:** Leonard Kenny, 589-4508
	Tulita: Samuel Fagbemiro, 588-3116	**Sahtu Business Development Centre:**
	Norman Wells/ Colville Lake: tba	(Community Futures) 587-2016

Questions or comments on this newsletter? Contact the editor: kristie_astrom@gov.nt.ca 587-2900 ext. 226
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